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Publishers Weekly

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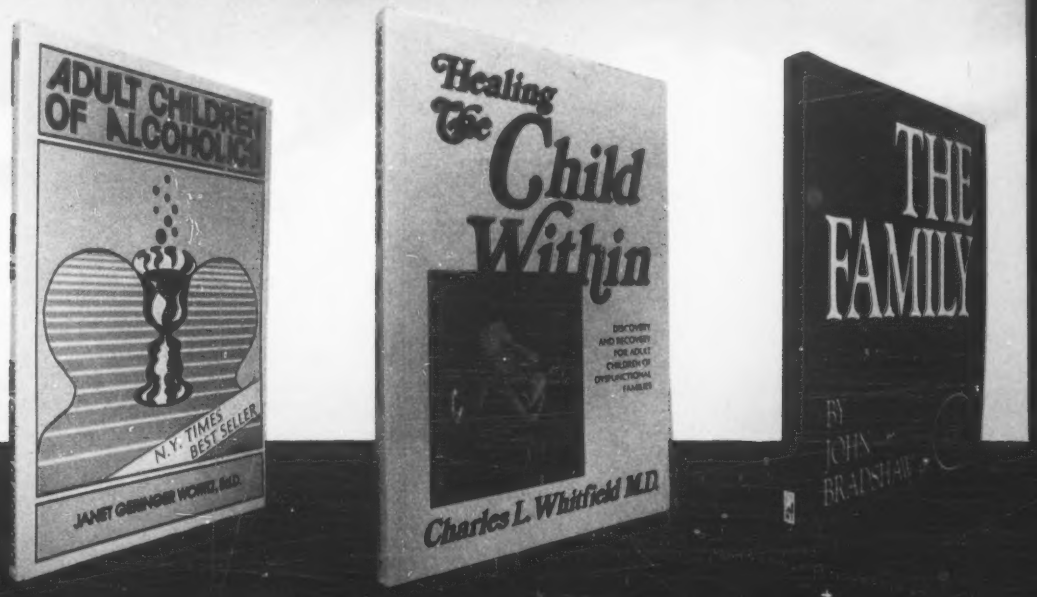
ADULT CHILDREN OF ALCOHOLICS
N.Y. TIMES BEST SELLER
JANET GERINGER WOITITZ, Ed.D.
Healing The Child Within
DISCOVERY AND RECOVERY FOR ADULT CHILDREN OF DYSFUNCTIONAL FAMILIES
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THE FAMILY
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FEATURES

The Imprints—2: Thomas Dunne 15
This cheery St. Martin's editor is energetic midwife to 100 books a year, and believes there's profit in numbers
By Carolyn Anthony

DEPARTMENTS

NEWS OF THE WEEK 10
Collins Fights Hostile Bid from Murdoch
Six Test Firms Adopt Fairness Code
Maxwell Hails 26 Senior Executives Staying on at Macmillan
Gladys Carr to Join Harper with Her Own Imprint
Cross Currents
Levitas Leaves 'N.Y. Times Review' for 90 Days, Sinkler Stands In
Moldow Joins Penguin as Editorial Director
AAP Sales Report for September
'Legislative History' Clarifies Reach of Child-Porn Bill
Allender to Join H & R Junior Books
Contemporary Launches Fiction Line with $1 Million First Novel

TRADE NEWS 19
"From Within the Borders of the War" Paul Monette Reflects on AIDS and His Own 'Borrowed Time'

BOOKSELLING 24
The Jewish Heritage Book Festival Celebrates Tradition: After just three years, this New York book fair gains a dedicated following

AUDIO/VIDEO PLUS 27
S & S, Random Take Aim at the Subliminal Audio Tape Market
Welles Radio Shows Set for Laserdisc, Audio
E.T. Shortage Causes Problems
Audio Reviews

PW INTERVIEWS 37
Hammond Innes

FORECASTS 39
Nonfiction 39
Fiction 43
Paperbacks 48

COLUMNS

Highlights 7
Letters 8
Media 8
Calendar 8
Rights 18
Talk of the Trade 22
Dessauer Report 33
My Say: *Gary C. Smith* 36
Weekly Exchange 53
Paperback Bestsellers 56
Hardcover Bestsellers 58

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CROSS CURRENTS

From an anonymous source, on the Random House letterhead, we received the following: "Random House has entered into an agreement with the Vatican to acquire the Catholic Church. Founded by 12 poor Galileans in the early years of the millennium, the Church has grown into a multinational organization with more than 100 million members worldwide, an organization rivaled only by American Express/Shearson-Lehman in size. With its vast real estate holdings and its virtual monopoly in Afterlife Insurance, it has made itself a perennial presence on the list of Fortune 500 conglomerates. It has achieved great success as a publisher. It has launched the careers of many major authors, and its backlist includes works by Hans Küng, Thomas Aquinas, Matthew, Mark, Luke and John. 'We feel this is a very good pairing,' a spokesman for Random House stated. 'Over its six decades, Random House has published many important works: Joyce's *Ulysses* as well as the works of Dr. Seuss and William Faulkner. We don't expect to tamper with the Church's management team,' the spokesman continued. 'The Church will operate as an independent division within Random House, and the Pope will report directly to Si Newhouse.' "

Beginning in 1985 and ending on the day of his death November 9, former U.S. Attorney General John N. Mitchell gave approximately 75 exclusive, on-the-record interviews to Leonard Colodny and Bob Gettlin, authors of *A Silent Coup: The Removal of Richard Nixon*, which St. Martin's will publish in 1990. According to the publisher, Mitchell believed the book would provide, for the first time, an accurate account of what took place during the Watergate scandal.

Coming of age proved a dominant theme during the past five years in fiction for young readers, with a substantial increase in novels dealing with divorce and single parents, according to the compilers of the seventh edition of *Your Reading: A Booklist for Junior High and Middle School Students*, prepared by the National Council of Teachers of English. From the 6000 new titles considered, health and diseases, computers and robotics, poetry and short stories appeared popular with publishers; drama did not. But the single biggest lack was output on ethnic groups. There were almost no titles by or about Chicanos. "Considering the demographics of the U.S. today," said the editors, "we found this very disturbing—even frightening—in its implications."

AAP invites nominations for the Curtis Benjamin Award, given annually to an individual who has demonstrated exceptional creativity either in a specific publishing project or by his or her career. Deadline for nominations is January 16. Forms may be obtained from Thomas McKee, Association of American Publishers, 220 E. 23rd St., New York, N.Y. 10010.

Levitas Leaves 'N.Y. Times Review' For 90 Days; Sinkler Stands In

Mitchel Levitas, editor of the *New York Times Book Review*, has moved to the business section for 90 days as part of a temporary reassignment for major *Times* editors. During that period Rebecca Sinkler, deputy *Book Review* editor since 1985, will take over as editor of the *Review*.

Describing the change as "editorial musical chairs," Arthur Gelb, managing editor of the *Times*, said, "This is a chance for our senior editors to learn about the operations of other departments at the paper and for those departments to learn other editorial perspectives. You shouldn't read anything more into it than that. Mike Levitas will return to the *Book Review* in February."

Sinkler came to the *Times Book Review* as an editor in 1984 from the *Philadelphia Inquirer*, where she was book review editor.

Moldow Joins Penguin As Editorial Director

Susan Moldow, who has been vice-president and editor-in-chief of Dell for the past seven years, has been named vice-president and editorial director of Penguin Books. Although her primary responsibility will be shaping and expanding the Penguin list, she will also acquire properties for Viking and be involved in hard-soft deals.

In addition to managing the mass market line at Dell, Moldow expanded the role of Laurel and Dell trade paperbacks and acquired hard-soft properties for Delacorte Press. Among authors she has worked with

Alex Gotfryd

are Richard Bach, Jack Olsen, Sue Miller, Olive Ann Burns, Irving Wallace, Craig Nova, Judith Guest and Rebecca Hill.

Before joining Dell, Moldow was executive editor at Avon, where she acquired *The People's Pharmacy-2*, *Saturday Night Live* and *The Complete Book of Running*.

AAP Sales Report for September

Category	% change, September	% change, YTD
Adult hardcover	8.7	9.7
Adult paperback	44.2	17.4
Juvenile hardcover	15.4	16.3
Juvenile paperback	44.1	40.7
Univ. Pr. hardcover	13.9	15.5
Univ. Pr. paperback	22.4	23.4
Bibles, etc.	-4.2	11.0
Mass market paperback	13.0	9.5
Book club	-9.7	0.6
Mail order	-3.1	4.5
Sci-tech	8.1	8.1
College texts	-1.8	8.6
School texts	8.1	5.0

BY JOHN P. DESSAUER

Third-Quarter Sales Maintain Pace

Although there was a good deal of fluctuation within individual categories, the overall pace established by the publishing industry in the second quarter was maintained in the third. Adult Trade Books and Mail Order Publications increased their momentum, while Juveniles and Mass Market Paperbacks somewhat moderated theirs, and Book Clubs slid badly. Textbook results during this, their biggest quarter of the year, were mixed: both Elhi and College showed dollar improvements, but units declined in the Elhi and improved only marginally in the College sector. The pace of Professional book sales moderated slightly.

In the market sectors, General Retailers, though still performing solidly, fell off the pace somewhat, while Direct-to-Consumer sales showed further erosion. College Stores, Libraries and Schools all raised their standing. Assuming that the industry can keep up the present pace during the final quarter, 1988 could nearly equal 1987 in sales gains—the first time since 1980–81 that books would have enjoyed solid success for two years in a row. □

ESTIMATED PUBLISHERS' NET BOOK SALES—THIRD QUARTER 1988

Millions of Dollars and Units

	Jul.–Sept. 1988		Jul.–Sept. 1987		Percent Change		Jan.–Sept. 1988		Jan.–Sept. 1987		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
Trade	1,448.0	354.41	1,206.3	327.60	20.0	8.2	2,972.3	685.83	2,539.8	638.10	17.0	7.5
Adult Hardbound	532.4	74.85	465.8	71.96	14.3	4.0	1,344.9	193.71	1,210.5	190.18	11.1	1.9
Adult Paperbound	533.6	121.07	433.4	113.84	23.1	6.4	932.6	215.07	779.8	205.44	19.6	4.7
Juvenile Hardbound	204.3	65.43	178.1	58.51	14.8	11.8	409.3	124.68	347.4	109.94	17.8	13.4
Juvenile Paperbound	177.7	93.06	129.1	83.29	37.7	11.7	285.5	152.37	202.1	132.54	41.3	15.0
Religious	192.4	32.75	178.6	34.32	7.7	(4.6)	526.9	93.95	496.2	99.07	6.2	(5.2)
Hardbound	137.0	14.65	126.9	15.41	7.9	(5.0)	375.6	41.90	352.0	44.27	6.7	(5.4)
Paperbound	55.3	18.10	51.7	18.91	7.0	(4.3)	151.3	52.05	144.2	54.80	4.9	(5.0)
Professional	853.1	57.05	805.5	55.02	5.9	3.7	2,115.1	143.75	1,953.2	135.11	8.3	6.4
Hardbound	555.2	17.92	528.0	18.09	5.1	(0.9)	1,379.4	45.73	1,285.6	45.10	7.3	1.4
Paperbound	297.9	39.12	277.4	36.94	7.4	5.9	735.7	98.02	667.6	90.00	10.2	8.9
Book Club	220.4	33.50	225.7	37.02	(2.3)	(9.5)	529.2	83.65	525.5	89.84	0.7	(6.9)
Hardbound	183.8	13.16	188.8	14.84	(2.6)	(11.4)	442.4	33.24	438.9	35.97	0.8	(7.6)
Paperbound	36.6	20.35	36.8	22.18	(0.8)	(8.2)	86.8	50.41	86.6	53.87	0.3	(6.4)
Mail Order Publications	187.9	35.85	174.3	33.51	7.8	7.0	501.2	93.48	481.4	92.47	4.1	1.1
Mass Market Paperbacks	537.0	296.71	518.6	308.67	3.6	(3.9)	1,071.6	618.06	975.1	586.21	9.9	5.4
University Presses	54.7	4.58	46.3	4.27	18.2	7.2	113.5	8.96	98.2	8.56	15.6	4.8
Hardbound	34.7	1.41	30.4	1.41	14.1	0.2	81.6	3.58	71.8	3.56	13.6	0.5
Paperbound	20.0	3.17	15.9	2.86	25.8	10.7	31.9	5.38	26.3	4.99	21.2	7.8
Elhi Text	1,083.7	127.33	1,022.3	137.96	6.0	(7.7)	1,669.8	201.60	1,591.8	219.08	4.9	(8.0)
Hardbound	611.1	49.34	581.9	52.77	5.0	(6.5)	945.3	77.71	908.9	83.58	4.0	(7.0)
Paperbound	472.6	77.98	440.4	85.18	7.3	(8.5)	724.5	123.90	682.8	135.50	6.1	(8.6)
College Text	991.7	72.60	893.7	70.68	11.0	2.7	1,346.2	101.09	1,235.1	98.87	9.0	2.2
Hardbound	846.6	50.54	757.2	48.39	11.8	4.5	1,147.1	70.07	1,045.7	67.58	9.7	3.7
Paperbound	145.2	22.06	136.5	22.30	6.4	(1.1)	199.1	31.02	189.4	31.29	5.1	(0.9)
Subscription Ref.	58.8	0.14	57.3	0.14	2.6	(2.6)	155.6	0.37	155.0	0.39	0.4	(4.9)
Total	5,627.8	1,014.90	5,128.6	1,009.20	9.7	0.6	11,001.4	2,030.74	10,051.2	1,967.70	9.5	3.2

ESTIMATED DOMESTIC CONSUMER EXPENDITURES ON BOOKS—THIRD QUARTER 1988

Millions of Dollars and Units

	Jul.–Sep. 1988		Jul.–Sep. 1987		Percent Change		Jan.–Sep. 1988		Jan.–Sep. 1987		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
General Retailers	2,656.1	390.60	2,429.5	385.63	9.3	1.3	5,737.5	885.81	5,113.6	823.49	12.2	7.6
College Stores	1,608.7	142.99	1,410.9	134.30	14.0	6.5	2,914.5	264.30	2,666.5	258.32	9.3	2.3
Libraries & Institutions	467.1	30.85	423.0	30.18	10.4	2.2	1,216.3	84.40	1,109.8	80.55	9.6	4.8
Schools	1,162.5	152.16	1,091.6	158.60	6.5	(4.1)	1,890.7	249.85	1,797.3	263.99	5.2	(5.4)
Direct to Consumer	720.2	85.21	717.8	91.42	0.3	(6.8)	1,713.1	208.09	1,676.2	216.72	2.2	(4.0)
Other	103.0	41.36	90.8	39.01	13.4	6.0	318.9	132.84	276.8	121.46	15.2	9.4
Total	6,717.5	843.16	6,163.7	839.13	9.0	0.5	13,791.0	1,825.29	12,640.2	1,764.53	9.1	3.4